

COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

FIRST REPORT FOR JUNE, 1987

	EVENING 7:00-11:00 PM										AN 7:00-11:00 PM		
	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Participation Variety	Feature Films	All 25- 30 Min.	All 55- 60 Min.	7:00- 9:00 PM	9:00- 11:00 PM(2)	Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD. NO. OF PROGRAMS†	11.5 8	11.8 15	14.5 29	9.4 8	IFR	11.1 9	14.4 30	11.3 34	11.9 33	11.8 41	11.8 74	12.9 22	12.1 96

	EVENING 6:00-7:00PM		MONDAY-FRIDAY 11:30-1:00AM		WEEKDAY DAYTIME 7:00AM-4:30PM					WEEKEND DAYTIME			
	Informational(1)		11:30PM- 1:00AM(4)	Daytime Drama	Quiz & Aud. Partic.(1)	Adult 7:00- 10:00AM	10:00AM- 1:00PM	1:00- 4:30PM	10:00AM- 4:30PM	Child- dren's(1)	Sports		
	Once-a-Week	Multi-weekly									Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	6.1	9.7	4.7	6.0	4.1	3.4	3.7	6.3	5.2	3.8	4.8	4.8	4.8
NO. OF PROGRAMS†	6	3	12	12	10	6	15	10	25	27	3	17	20

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.
(2) INCLUDES 8:30–9:30PM AND 8:30–10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.
(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

† PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JUNE 7, 1987

NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	BILL COSBY SHOW	24.5	21,410	11	GOLDEN GIRLS	16.3	14,250
2	FAMILY TIES	24.0	20,980	11	MOONLIGHTING#	16.3	14,250
3	CHEERS	20.6	18,000	13	NBC NEWS SPECIAL(S)	15.7	13,720
4	GROWING PAINS	19.6	17,130	14	MISS UNIVERSE PAGEANT(S)	15.5	13,550
5	UNSOLVED MYSTERIES(S)	18.6	16,260	15	AMEN#	15.3	13,370
6	MURDER, SHE WROTE	18.5	16,170	16	NBC MONDAY NIGHT MOVIES#	15.2	13,280
7	60 MINUTES	18.4	16,080	16	VALERIE#	15.2	13,280
8	WHO'S THE BOSS?	18.2	15,910	18	L.A. LAW	14.9	13,020
9	BOB HOPE'S BIRTHDAY(S)	18.0	15,730	19	MOVIE OF THE WEEK–TUESDAY#	14.8	12,940
10	DAYS & NIGHTS–MOLLY DODD	16.5	14,420				

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2 SAT.	9.00P	30	ABC	CS					B	5.7	12	498	FRI.	8.30P	30	ABC	CS							B	13.0	22	1136
HARD COPY(B)					192	93			A	6.2	12	542	MOONLIGHTING					27	208		98			A	16.3	26	1425
1 FRI.	9.00P	60	CBS	PD									2 TUE.	9.00P	60	ABC	PD						B	22.0	33	1923	
HARD COPY					199	207	95	99	A	7.6	15	664	MOVIE OF THE WEEK-TUESDAY					1	196		97			A	14.8	25	1294
FRI.	10.00P	60	CBS	PD					B	7.6	15	664	2 TUE.	9.00P	120	NBC	FF						B	14.8	25	1294	
HEAD OF THE CLASS					207	207	99	99	A	13.6	24	1189	MURDER, SHE WROTE					30	209	208	99	99		A	18.5	34	1617
WED.	8.30P	30	ABC	CS					B	16.4	26	1433	SUN.	8.00P	60	CBS	SM						B	24.0	36	2098	
HEART OF THE CITY						198		96	A	7.5	13	656	MY SISTER SAM					26	203	206	97	99		A	12.6	21	1101
2 THU.	9.00P	60	ABC	OP					B	7.5	13	656	MON.	8.30P	30	CBS	CS						B	16.4	25	1433	
HIGHWAY TO HEAVEN						207		97	A	10.7	20	935	NBA FINALS GAME 1(S)										A	13.8	23	1206	
2 WED.	8.00P	60	NBC	GD					B	16.6	26	1451	2 TUE.	9.00P	147	CBS	SE										
HOTEL					213	211	99	99	A	11.9	20	1040	NBA FINALS GAME 2(S)										A	14.6	26	1276	
1 WED.	9.00P	120	ABC	GD					B	14.4	25	1259	2 THU.	9.00P	150	CBS	SE										
2 WED.	10.00P	60											NBA PLAYOFF GAME THUR(S)					208		99			A	14.3	24	1250	
HUNTER					171	201	88	99	A	12.8	25	1119	1 THU.	9.00P	156	CBS	SE										
SAT.	10.00P	60	NBC	OP					B	15.8	29	1381	NBC MONDAY NIGHT MOVIES					29	195		97			A	15.2	26	1328
INCREDIBLE IDA EARLY(S)					191		91		A	11.7	24	1023	2 MON.	9.00P	120	NBC	FF						B	18.3	28	1599	
1 FRI.	8.00P	60	NBC	GD									NBC NEWS SPECIAL(S)					199		99			A	15.7	28	1372	
JACK & MIKE					196		97		A	8.8	15	769	2 WED.	10.00P	60	NBC	DN										
1 THU.	9.00P	60	ABC	A					B	7.0	11	612	NBC NIGHTLY NEWS-SAT.					26	155	147	83	80		A	4.9	12	428
KATE & ALLIE					204	206	97	99	A	13.5	24	1180	SAT.	6.30P	30	NBC	N						B	9.3	19	813	
MON.	8.00P	30	CBS	CS					B	17.5	27	1530	NBC NIGHTLY NEWS-SUN					23	171	178	92	93		A	7.1	17	621
L.A. LAW					209	209	99	99	A	14.9	26	1302	SUN.	6.30P	30	NBC	N						B	7.7	15	673	
THU.	10.00P	60	NBC	GD					B	17.3	28	1512	NBC NIGHTLY NEWS					158	205	204	99	99		A	10.4	23	909
													M-F	6.30P	30	NBC	N						B	11.8	22	1031	

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PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET	PROG TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
EVENING CONT'D																											
NBC SUNDAY NIGHT MOVIE					31	190	198	96	97	A	13.7	24	1197	SLEDGE HAMMER					1	200		97		A	8.0	18	699
SUN. 9.00P 120 NBC FF									B	17.9	28	1564	2 FRI. 8.00P 30 ABC CS										B	8.0	18	699	
NEWHART					29	202	207	97	99	A	13.8	22	1206	SPENSER: FOR HIRE					1	206		99		A	11.9	20	1040
MON. 9.00P 30 CBS CS									B	18.5	27	1617	2 TUE. 10.00P 60 ABC PD										B	11.9	20	1040	
NEWSBREAK-M-F					161	162	167	76	79	A	9.0	15	787	SPENSER: FOR HIRE					28	172	89		A	8.6	17	752	
1 M & F 9.58P 1 CBS N									B	11.4	18	996	1 SAT. 10.00P 60 ABC PD										B	11.0	20	961	
1 TUE. 10.10P 1													SPORTSBREAK-SAT					33	185	194	88 92		A	6.2	13	542	
1 WED. 9.57P 2													1 SAT. 8.58P 1 CBS SN										B	8.8	15	769	
1 THU. 10.22P 1													2 SAT. 8.51P 1														
2 MWF 9.58P 1													SPORTSBREAK-SUN					33	195	194	91 90		A	15.9	29	1390	
2 TUE. 10.17P 1													1 SUN. 8.31P 1 CBS SN										B	20.5	31	1792	
2 THU. 10.15P 2													2 SUN. 8.30P 1														
NEWSBREAK-SAT.					33	149	165	71	76	A	6.9	14	603	STARMAN					10	184	92		A	7.1	15	621	
1 SAT. 9.56P 1 CBS N									B	8.1	14	708	1 SAT. 8.00P 60 ABC A										B	8.5	17	743	
2 SAT. 9.49P 1													STARMAN					1	202		98		A	8.3	17	725	
NEWSBREAK-SUN.					33	164	171	74	78	A	8.7	15	760	2 SAT. 10.00P 60 ABC A										B	8.3	17	725
1 SUN. 9.52P 1 CBS N									B	13.6	21	1189	STINGRAY					1	195		95		A	9.2	20	804	
2 SUN. 9.50P 1													2 FRI. 8.00P 60 NBC A										B	9.2	20	804	
NIGHT COURT					10	198	193	99	95	A	14.5	25	1267	STINGRAY					9	198	98		A	11.5	23	1005	
WED. 9.00P 30 NBC CS									B	15.5	25	1355	1 FRI. 10.00P 60 NBC A										B	13.3	24	1162	

NOTHING IN COMMON 2 WED. 9.30P	SPECIAL(S) 30 NBC CS	194	95	A	12.6	22	1101	SURVIVAL ANGLIA:P. BEAR(S) 1 FRI. 8.00P 60 CBS DO	202	96	A	8.3	17	725						
OHARA 1 SAT. 9.00P	60 ABC OP	18	158	84	A	7.0	14	612	TONY AWARDS(S) 2 SUN. 9.00P	157 CBS AC	208	99	A	11.9	23	1040				
ON THE EDGE(S) 2 FRI. 10.00P	60 NBC OP	204	98	A	10.2 13.4	18 26	891 1171	20/20 THU. 10.00P	60 ABC DN	29	211	212	99	99	A	13.6	23	1189		
OUR HOUSE SUN. 8.00P	60 NBC GD	3	201	204	99	99	A	8.5	16	743	227 1 SAT. 8.30P	30 NBC CS	23	194	95	A	12.7	27	1110	
OUR WORLD THU. 8.00P	60 ABC DN	28	194	193	95	94	A	8.6 6.1	16 11	752 533	227 2 SAT. 8.00P	30 NBC CS	1	207	99	A	9.8	23	857	
OUTLAWS 1 SAT. 8.00P	60 CBS A	15	194	93	A	7.2	16	629	UNSOLVED MYSTERIES(S) 1 MON. 10.00P	60 NBC SM	202	99	A	9.8 9.8	31	857 1626				
PERFECT STRANGERS WED. 8.00P	30 ABC CS	31	209	209	99	99	A	10.6 12.7	19 24	926 1110	VALERIE 2 MON. 8.30P	30 NBC CS	9	208	99	A	15.2	27	1328	
ST. ELSEWHERE 1 WED. 10.00P	60 NBC GD	22	208	99	A	12.8	22	1119	WEBSTER 1 FRI. 8.00P	30 ABC CS	5	203	95	A	16.2	26	1416			
SCARECROW & MRS. KING THU. 8.00P	60 CBS GD	5	189	195	94	96	A	15.5 12.7	25 24	1355 1110	WEBSTER 2 SAT. 8.00P	30 ABC CS	1	207	99	A	8.8	19	769	
SHELL GAME 2 WED. 9.00P	60 CBS PD	1	204	96	A	8.9	15	778	WEST 57TH TUE. 8.00P	60 CBS DN	5	206	191	98	97	A	9.3	19	813	
SIDEKICKS 2 SAT. 8.30P	30 ABC OP	1	206	99	A	8.9 7.3	15 16	778 638	WE THE PEOPLE 1 TU&TH 8.58P	1 CBS DO	70	198	197	94	94	A	6.8	16	594	
60 MINUTES SUN. 7.00P	60 CBS DN	33	210	209	99	99	A	8.9 7.3	15 16	778 638	2 MTUTH 8.58P	1	213	212	99	99	A	6.8	16	594
					A	18.4	38	1608	WHO'S THE BOSS? TUE. 8.00P	30 ABC CS	30	213	212	99	99	A	6.7	11	586	
					B	22.1	36	1932								B	6.3	11	551	
					A	8.9	15	778								A	8.9	15	778	
					B	7.3	16	638								B	11.1	17	970	
					A	18.4	38	1608								A	18.2	32	1591	
					B	22.1	36	1932								B	21.5	33	1879	

PROGRAM NAME															T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME															T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
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CBS LATE NIGHT I	142	182	181	89	89	A	4.1	16	358	ABC AFTERSCHOOL SPECIAL(S)	190	96	A	5.1	17	446
M & W 11.30P	66					B	4.7	17	411	2 WED. 4.00P 60 ABC FV						
1 TUE. 11.35P	66									ABC DAYTIME NEWSBRIEF-M-F	157	209	210	98	99	612
1 THU. 12.07A	66									1 MON. 2.57P 2 ABC N						629
2 TUE. 11.57P	66									1 TU-F 2.56P 3						
2 THU. 12.00M	66									2 M-F 2.58P 1						
CBS LATE NIGHT II	158	177	175	87	86	A	2.5	14	219	ABC WORLD NEWS-MORN-615A	159	141	141	84	84	122
1 MON. 12.36A	50					B	3.1	18	271	M-F 6.15A 15 ABC N						114
1 TUE. 12.41A	47									ABC WORLD NEWS-MORN-645A	158	185	186	95	95	201
1 WED. 12.36A	44									M-F 6.45A 15 ABC N						219
1 THU. 1.13A	50									ALL MY CHILDREN	158	214	214	99	99	629
1 FRI. 12.30A	53									1 M-TH 1.00P 60 ABC DD						603
2 MON. 12.36A	44									1 FRI. 1.00P 46						
2 TUE. 1.03A	47									& 1.55P 5						
2 WED. 12.36A	47									2 M-F 1.00P 60						
2 THU. 1.06A	42									AMERICAN TREASURY	96	196	196	92	92	385
2 FRI. 12.30A	43									1 W & F 3.58P 1 CBS DO						454
CBS NEWS NIGHTWATCH-1	157	49	45	49	45	A	1.0	10	87	2 M-F 3.58P 1						
M-W 2.00A 30						B	1.1	11	96	ANOTHER WORLD	156	203	203	99	99	428
1 TUE. 2.05A 25										M-F 2.00P 60 NBC DD						437
2 TUE. 2.27A 3										AS THE WORLD TURNS	48	203	207	98	99	524
CBS NEWS NIGHTWATCH-2	163	68	68	65	65	A	1.4	16	122	M-F 2.00P 60 CBS DD						551
1 M-W 2.30A 30						B	1.4	17	122	BEFORE HOURS	65	139	138	86	85	44
1 THU. 2.37A 23										M-F 6.15A 15 NBC N						44
2 M-THSU 2.30A 30										BOLD AND THE BEAUTIFUL	49	197	198	94	94	446
CBS NEWS NIGHTWATCH-3	164	99	98	80	80	A	1.2	20	105	CONT'D						
M-THSU 3.00A 180						B	1.2	21	105							

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SAT.	11.30A	30	CBS	CL				B	3.4	12	297	MEMORIAL GOLF TOURN.-SUN(S)	187	95	A	4.3	13	376		
CHRYSLER PRES. GRAND PRIX(S)		155		81				A	2.9	8	253	1 SUN. 3.00P 180 CBS SE			A	4.7	21	411		
1 SUN. 4.00P 120 ABC SE												MUPPET BABIES	207	206	99	99	B	4.9	20	428
FACE THE NATION		32						A	2.6	10	227	SAT. 9.00A 60 CBS CA								
SUN. 10.30A 30 CBS CC		145	144	87	85			B	2.9	10	253			208		99	A	11.8	36	1031
FLINTSTONE KIDS 1		34						A	3.3	15	288	NBA FINALS GAME 3(S)								
SAT. 9.00A 30 ABC CA								B	4.3	18	376	2 SUN. 1.00P 153 CBS SE								
FLINTSTONE KIDS 2		34						A	3.6	16	315	NBA PLAYOFF GAME-SAT.(S)	207		99		A	13.6	39	1189
SAT. 9.30A 30 ABC CA								B	4.7	18	411	1 SAT. 3.30P 170 CBS SE								
FOOFUR		27						A	5.0	20	437	NBC MAJOR LEAGUE PRE GAME	202	195	99	97	A	4.1	15	358
SAT. 11.00A 30 NBC CA								B	5.8	20	507	SAT. 3.00P 17 NBC SC					B	3.9	16	341
FRENCH OPEN TENNIS-SA(S)								A	3.5	14	306	NBC MAJOR LEAGUE BASEBALL	204	195	99	97	A	5.0	15	437
2 SAT. 12.00N 180 NBC SE												1 SAT. 3.17P 177 NBC SE					B	5.8	19	507
												2 SAT. 3.17P 196								
FRENCH OPEN TENNIS-SU(S)								A	2.8	10	245	ONE TO GROW ON-8:58AM	198	197	97	97	A	4.7	25	411
2 SUN. 9.00A 340 NBC SE												SAT. 8.58A 2 NBC CN					B	4.9	23	428
FRENCH OPEN TENNIS-SUN(S)								A	2.4	8	210	ONE TO GROW ON-10:28AM	204	205	99	99	A	5.3	22	463
1 SUN. 2.30P 120 NBC SE		148		84								SAT. 10.28A 2 NBC CN					B	6.4	23	559
GALAXY HIGH SCHOOL		27						A	3.4	13	297	ONE TO GROW ON-11:58AM	184	176	94	91	A	4.3	17	376
SAT. 11.00A 30 CBS CA								B	4.3	15	376	SAT. 11.58A 2 NBC CN					B	5.4	18	472
GUMMI BEARS		34						A	4.2	23	367	PEE WEE'S PLAYHOUSE	208	199	99	95	A	5.3	22	463
SAT. 8.30A 30 NBC CA								B	4.7	23	411	SAT. 10.00A 30 CBS CL					B	5.8	20	507
HEALTH SHOW		20						A	1.5	6	131	POUND PUPPIES	207	207	97	97	A	3.1	12	271
SAT. 12.30P 30 ABC N								B	1.9	7	166	SAT. 10.30A 30 ABC CA					B	4.2	15	367
INTERNATIONAL RACE-CHAMP(S)								A	2.2	6	192	REAL GHOSTBUSTERS	203	206	97	98	A	3.8	16	332
2 SUN. 5.00P 60 ABC SE												SAT. 10.00A 30 ABC CA					B	4.9	17	428

PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE		WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE		WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
WEEKEND DAYTIME CONT'D																													
ROCK N WRESTLING-1						24	139	133	69	70	A	2.1	8	184															
SAT. 12.00N											B	2.7	9	236															
ROCK N WRESTLING-2						29	141	136	69	72	A	2.3	9	201															
SAT. 12.30P											B	2.8	9	245															
SMURFS I						34	206	205	99	99	A	5.2	24	454															
SAT. 9.00A											B	5.4	23	472															
SMURFS II						34	206	206	99	99	A	5.3	23	463															
SAT. 9.30A											B	6.0	23	524															
SMURFS III						34	206	205	99	99	A	5.5	23	481															
SAT. 10.00A											B	6.7	24	586															
SPORTSWORLD						13				88	A	5.7	17	498															
2 SUN. 4.30P											B	4.9	13	428															
SPORTSWORLD-SPCL. EDITION(S)							147		81		A	3.2	9	280															
1 SUN. 4.30P																													
SUNDAY MORNING						33	165	175	94	96	A	4.2	19	367															
SUN. 9.00A											B	4.5	19	393															
TEEN WOLF						34	203	193	99	91	A	5.0	20	437															
SAT. 10.30A											B	5.4	19	472															
THIS WEEK-DAVID BRINKLEY						29	160	195	86	98	A	3.4	13	297															

SUN.	11.30A	60	ABC	N						B	4.1	13	358
WHAT'RE MY TRUE COLORS?(S)					158		76			A	1.9	8	166
1 SAT.	1.00P	30	ABC	PV									
WILDFIRE SAT.	8.30A	30	CBS	CA	197	198	96	97		A	2.9	16	253
										B	3.1	15	271
WUZZLES SAT.	8.00A	30	ABC	CA	201	203	98	98		A	1.7	12	149
										B	2.3	14	201

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					11,360 13.0				15,560 17.8					
	ABC TV						MACGYVER (R)				ABC MONDAY NIGHT MOVIE WHEN THE TIME COMES (SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{					8,390 9.6	9.3*		10.0*	11.1	11.0*		11.1*	11.1*	11.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					16 9.4	16 *	9.9	16 *	18 10.9	17 *	17 *	18 *	18 *	19 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					13,460 15.4		12,850 14.7		12,850 14.7		13,370 15.3		12,940 14.8	
	CBS TV						KATE & ALLIE (R)		MY SISTER SAM (R)(SUS-SD)		NEWHART (R)	DESIGNING WOMEN (R)(SD)		CAGNEY & LACEY (R)		
	AVERAGE AUDIENCE (Households (000) & %)	{					11,450 13.1		10,930 12.5		11,190 12.8		11,710 13.4		10,050 11.5	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					22 12.3	20 13.9	20 12.2	20 12.7	20 12.6	21 13.0	21 12.8	19 13.9	19 11.0	20 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					26,570 30.4								21,330 24.4	
	NBC TV						BOB HOPE'S BIRTHDAY						UNSOLVED MYSTERIES			
	AVERAGE AUDIENCE (Households (000) & %)	{					15,730 18.0	16.0*		18.8*		18.5*		18.7*	16,260 18.6	18.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					29 15.6	27 *	30 *	30 *	29 *	29 *	31 18.9	30 *	31 18.6	31 *

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					18,700 21.4									
	ABC TV						ABC MONDAY NIGHT BASEBALL CALIFORNIA VS NY YANKEES ST. LOUIS VS CINCINNATI (MULTI-SEGMENT TELECAST)(SD)(-OP)									
	AVERAGE AUDIENCE (Households (000) & %)	{					7,340 8.4	7.1*		7.7*		7.6*		8.6*	9.9*	9.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					15 7.4	14 *	7.6	14 *	7.8	13 *	7.6	14 *	17 *	17 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					14,330 16.4		12,760 14.6		14,950 17.1		14,770 16.9		16,170 18.5	
	CBS TV						KATE & ALLIE (R)		MY SISTER SAM (R)(SD)		NEWHART (R)	DESIGNING WOMEN (R)(SD)		CAGNEY & LACEY (R)		
	AVERAGE AUDIENCE (Households (000) & %)	{					12,150 13.9		11,010 12.6		12,940 14.8		13,020 14.9		11,450 13.1	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					26 13.6	22 14.3	22 12.5	25 12.7	25 14.5	25 15.1	23 14.8	23 *	23 *	24 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					14,330 16.4		15,820 18.1		22,290 25.5					
	NBC TV						ALF (R)		VALERIE (R)		NBC MONDAY NIGHT MOVIES THE LONG HOT SUMMER, PART 1 (R)					
	AVERAGE AUDIENCE (Households (000) & %)	{					12,060 13.8		13,280 15.2		13,280 15.2		14.9*		15.4*	15.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					25 12.8	27 14.8	27 14.8	26 15.6	26 14.7	25 *	25 *	25 *	26 *	28 *

TV HOUSEHOLDS USING TV	WK. 1	49.5	51.5	52.8	55.4	57.8	59.4	61.0	62.5	63.1	64.3	64.9	64.9	62.2	61.5	59.9	57.2
(See Def. 1)	WK. 2	49.4	50.7	50.5	51.8	53.5	55.5	56.4	57.8	58.8	59.5	59.6	60.0	59.2	57.6	55.5	53.8

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE. MON. JUNE 1, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. MAY 26, 1987

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					19,750 22.6		20,190 23.1		21,590 24.7							
	ABC TV					WHO'S THE BOSS? (R)		GROWING PAINS (R)					ABC THEATRE CRACKED UP (SD)				
	AVERAGE AUDIENCE (Households (000) & %)					16,610 19.0		18,090 20.7		12,850 14.7		15.8*	14.4*		14.6*		14.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					33 17.6	20.3	34 20.7	20.6	23 16.2	25 *	15.3	22 *	14.3	23 *	14.4	23 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					10,050 11.5				25,080 28.7							
	CBS TV							WEST 57TH (SD)					MISS UNIVERSE PAGEANT (9:00-11:04PM) (SD)(-OP)				
	AVERAGE AUDIENCE (Households (000) & %)					6,030 6.9	7.2*		6.5*	13,550 15.5	12.0*		14.4*		16.7*		18.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					12 8.0	12 *		11 *	24 11.3	19 *		22 *	15.4	26 *	16.5	30 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					21,760 24.9								12,940 14.8			
	NBC TV									MATLOCK (R)					YOU ARE THE JURY		
	AVERAGE AUDIENCE (Households (000) & %)					12,760 14.6	12.9*		14.2*		15.6*		15.7*	9,440 10.8	10.9*		10.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					23 12.8	22 *		23 *	15.4	24 *	15.9	24 *	17 11.3	17 *	10.6	17 *

W E E K 2	TOTAL AUDIENCE (Households (000) & %)					18,180 20.8		18,440 21.1		19,750 22.6				14,770 16.9			
	ABC TV					WHO'S THE BOSS? (R)		GROWING PAINS (R)				MOONLIGHTING (R)(SD)			SPENSER: FOR HIRE (R)		
	AVERAGE AUDIENCE (Households (000) & %)					15,120 17.3		16,080 18.4		14,250 16.3	16.2*		16.3*	10,400 11.9	12.1*		11.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					31 16.2	18.4	32 18.3	18.5	26 16.1	27 *	16.2	26 *	20 12.0	20 *	11.7	20 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					9,880 11.3				23,860 27.3							
	CBS TV							WEST 57TH (SD)					NBA FINALS GAME 1 BOSTON CELTICS VS LA LAKERS (9:00-11:27PM) (SD)(-OP)				
	AVERAGE AUDIENCE (Households (000) & %)					5,590 6.4	6.7*		6.1*	12,060 13.8	11.6*		14.5*		14.2*		15.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					11 7.1	12 *	5.9	10 *	23 10.2	20 *	13.0	23 *	14.1	23 *	15.4	26 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,560 17.8				20,890 23.9							
	NBC TV									MATLOCK (R)				MOVIE OF THE WEEK-TUESDAY THE LONG HOT SUMMER, PART 2 (R)			
	AVERAGE AUDIENCE (Households (000) & %)					12,320 14.1	12.9*		15.2*	12,940 14.8	13.3*		14.0*		15.7*		16.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					25 12.2	23 *	14.9	26 *	25 13.5	22 *	13.0	22 *	14.4	26 *	16.3	28 *
TV HOUSEHOLDS USING TV WK. 1		51.8	53.2	53.4	55.8	57.6	58.9	60.7	62.0	63.4	64.9	65.8	65.6	63.7	63.5	62.8	60.8
(See Def. 1) WK. 2		50.5	51.3	50.8	52.7	54.6	56.5	57.6	59.1	60.0	62.2	62.6	63.0	60.5	59.7	58.1	56.9

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.TUE. JUNE 2, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. MAY 27, 1987

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					12,590 14.4		13,110 15.0		19,490 22.3								
	ABC TV					PERFECT STRANGERS (R)		HEAD OF THE CLASS (R)(SD)						HOTEL (SD)				
	AVERAGE AUDIENCE (Households (000) & %)					10,310 11.8		11,360 13.0		12,240 14.0	12.9*		14.1*		14.4*		14.5*	
	SHARE OF AUDIENCE %					22		23		23	22 *		23 *		24 *		25 *	
	AVG. AUD. BY ¼ HR.					11.2	12.5	12.6	13.3	12.6	13.2	14.0	14.3	14.4	14.5	14.3	14.7	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					13,720 15.7				14,680 16.8				15,120 17.3				
	CBS TV						MIKE HAMMER (R)(SUS-SD)			MAGNUM, P.I. (R)(SD)					EQUALIZER			
	AVERAGE AUDIENCE (Households (000) & %)					9,610 11.0	10.4*		11.7*	12,610 12.6	11.4*		13.7*	11,710 13.4	13.6*		13.2*	
	SHARE OF AUDIENCE %					20	19 *		20 *	21	19 *		22 *	23	23 *		23 *	
	AVG. AUD. BY ¼ HR.					10.0	10.8	11.3	12.1	11.0	11.9	13.4	14.0	13.7	13.5	13.5	12.9	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					14,420 16.5				13,980 16.0		13,110 15.0		14,250 16.3				
	NBC TV						DISNEY'S SPORT GOOFY			NIGHT COURT (R)		EASY STREET (R)			ST. ELSEWHERE			
	AVERAGE AUDIENCE (Households (000) & %)					9,440 10.8	10.9*		10.7*	11,970 13.7		11,010 12.6		11,190 12.8	12.9*		12.7*	
	SHARE OF AUDIENCE %					19	20 *		19 *	23		21		22	21 *		22 *	
	AVG. AUD. BY ¼ HR.					10.8	11.0	10.6	10.8	13.3	14.2	12.4	12.8	12.9	12.9	12.7	12.7	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,900 15.9		14,160 16.2		16,870 19.3				9,700 11.1				
	ABC TV						PERFECT STRANGERS (R)		HEAD OF THE CLASS (R)(SD)			MAGYVER (R)(SD)			HOTEL (R)			
	AVERAGE AUDIENCE (Households (000) & %)					11,890 13.6		12,320 14.1		11,540 13.2	12.3*		14.1*	6,730 7.7	8.0*		7.3*	
	SHARE OF AUDIENCE %					26		26		23	22 *		24 *	14	14 *		14 *	
	AVG. AUD. BY ¼ HR.					12.9	14.3	13.7	14.6	12.1	12.6	14.0	14.1	8.3	7.7	7.4	7.3	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,800 13.5				11,270 12.9				14,510 16.6				
	CBS TV						MIKE HAMMER (R)(SUS-SD)				SHELL GAME (R)(SD)				EQUALIZER (R)			
	AVERAGE AUDIENCE (Households (000) & %)					8,300 9.5	8.9*		10.1*	7,780 8.9	8.4*		9.3*	11,540 13.2	13.4*		13.0*	
	SHARE OF AUDIENCE %					18	17 *		18 *	15	15 *		16 *	24	24 *		24 *	
	AVG. AUD. BY ¼ HR.					8.9	8.9	9.7	10.4	8.5	8.4	9.1	9.4	13.2	13.6	13.1	12.8	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					12,850 14.7				15,820 18.1		12,940 14.8		18,530 21.2				
	NBC TV						HIGHWAY TO HEAVEN (R)			NIGHT COURT (R)		NOTHING IN COMMON SPECIAL			NBC NEWS SPECIAL			
	AVERAGE AUDIENCE (Households (000) & %)					9,350 10.7	10.4*		11.0*	13,280 15.2		11,010 12.6		13,720 15.7	15.5*		15.9*	
	SHARE OF AUDIENCE %					20	20 *		20 *	27		22		28	27 *		30 *	
	AVG. AUD. BY ¼ HR.					10.4	10.5	10.8	11.2	14.6	15.8	12.8	12.3	15.1	15.9	15.7	16.2	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	49.0	50.4	50.3	51.8	53.0	54.7	56.6	58.2	58.8	60.5	60.8	62.0	60.5	59.8	58.5	56.8
		WK. 2	47.5	49.1	50.0	51.2	51.4	52.3	53.5	55.6	56.3	57.8	58.5	58.5	57.1	56.4	54.5	53.0

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.WED. JUNE 3, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. MAY 28, 1987

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						7,250 8.3				11,800 13.5				19,050 21.8			
	ABC TV						OUR WORLD				JACK & MIKE (R)(SD)				20/20			
	AVERAGE AUDIENCE (Households (000) & %)						4,890 5.6	5.4*		5.8*	7,690 8.8	7.4*		10.2*	13,110 15.0	14.8*		15.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						10 5.5	10 *	6.0	10 *	15 6.8	12 *	9.7	17 *	25 14.9	25 *	15.4	26 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						10,930 12.5				25,350 29.0							
	CBS TV						SCARECROW & MRS. KING (SD)				NBA PLAYOFF GAME THUR BOSTON VS DETROIT (9:00-11:30PM) (SD)(-SDP)							
	AVERAGE AUDIENCE (Households (000) & %)						7,780 8.9	8.5*		9.3*	12,500 14.3	11.5*		13.4*		14.2*		15.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						16 8.5	16 *	8.9	17 *	24 11.5	20 *	13.0	22 *	15.0	23 *	15.3	25 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						22,990 26.3		22,810 26.1		21,850 25.0		17,650 20.2		17,570 20.1			
	NBC TV						BILL COSBY SHOW (R)		FAMILY TIES (R)		CHEERS (R)		DAYS & NIGHTS- MOLLY DODD		L.A. LAW (R)			
	AVERAGE AUDIENCE (Households (000) & %)						19,750 22.6		20,100 23.0		18,620 21.3		14,510 16.6		12,760 14.6			14.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						43 21.3		41 22.6		36 20.8	21.8	27 17.6	25 15.6	25 14.1	24 *	14.6	25 *

W E E K 2	TOTAL AUDIENCE (Households (000) & %)						8,220 9.4				9,790 11.2				17,130 19.6			
	ABC TV						OUR WORLD (R)				HEART OF THE CITY (R)(SD)				20/20			
	AVERAGE AUDIENCE (Households (000) & %)						5,680 6.5	6.6*		6.4*	6,560 7.5	7.1*		7.9*	10,580 12.1	12.3*		12.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						12 6.7	12 *	6.5	11 *	13 7.1	12 *	7.9	14 *	21 12.2	21 *	12.2	21 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						10,580 12.1				25,170 28.8							
	CBS TV						SCARECROW & MRS. KING (R)(SD)				NBA FINALS GAME 2 BOSTON CELTICS VS LA LAKERS (9:00-11:30PM) (SD)(-SDP)							
	AVERAGE AUDIENCE (Households (000) & %)						6,990 8.0	7.4*		8.6*	12,760 14.6	13.2*		15.8*		14.9*		15.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						14 7.5	13 *	8.0	15 *	26 12.4	24 *	15.3	28 *	14.7	25 *	15.7	27 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						27,010 30.9		24,650 28.2		20,360 23.3		17,220 19.7		18,350 21.0			
	NBC TV						BILL COSBY SHOW (R)		FAMILY TIES (R)		CHEERS (R)		DAYS & NIGHTS- MOLLY DODD		L.A. LAW (R)			
	AVERAGE AUDIENCE (Households (000) & %)						22,990 26.3		21,760 24.9		17,310 19.8		14,330 16.4		13,280 15.2			15.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						47 24.6		44 25.0		35 20.1	19.5	28 16.9	27 15.8	27 14.6	25 *	15.7	28 *
TV HOUSEHOLDS USING TV		WK. 1	47.6	47.9	48.2	49.6	51.9	53.7	54.9	56.9	58.5	60.6	61.1	61.5	60.8	60.0	58.7	56.9
(See Def. 1)		WK. 2	48.3	48.6	49.6	51.7	54.4	56.6	56.1	56.3	56.4	57.8	58.1	58.6	58.2	58.7	57.3	54.9

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.THU. JUNE 4, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. MAY 29, 1987

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					9,350 10.7		9,960 11.4		13,460 15.4				11,890 13.6			
	ABC TV					WEBSTER (R)		MR. BELVEDERE (R)(SD)		AMERICAN FILM INSTITUTE SALUTE TO BARBARA STAMMYCK (SD)				ABC NEWS CLOSEUP ALCOHOL & COCAINE-THE SECRET OF ADDICTION			
	AVERAGE AUDIENCE (Households (000) & %)					7,690 8.8		8,480 9.7		9,530 10.9	10.9*		11.0*	7,600 8.7	8.6*		8.9*
	SHARE OF AUDIENCE %					19		19		21	21 *		21 *	18	17 *		18 *
	AVG. AUD. BY ¼ HR. %					8.4	9.2	9.5	9.8	11.0	10.8	11.1	10.8	8.3	8.9	8.7	9.1
K 2	TOTAL AUDIENCE (Households (000) & %)					11,100 12.7				8,300 9.5				9,530 10.9			
	CBS TV							SURVIVAL ANGLIA:P. BEAR (R)(SUS-SD)				HARD COPY(B) (R)(SD)					HARD COPY
	AVERAGE AUDIENCE (Households (000) & %)					7,250 8.3	8.0*		8.6*	5,420 6.2	5.9*		6.5*	6,820 7.8	7.6*		7.9*
	SHARE OF AUDIENCE %					17	17 *		17 *	12	11 *		13 *	16	15 *		16 *
	AVG. AUD. BY ¼ HR. %					7.5	8.6	8.5	8.6	5.5	6.3	6.4	6.6	7.6	7.6	7.9	8.0
K 1	TOTAL AUDIENCE (Households (000) & %)					13,200 15.1				16,080 18.4				13,810 15.8			
	NBC TV							INCREDIBLE IDA EARLY				MIAMI VICE (R)					STINGRAY (R)
	AVERAGE AUDIENCE (Households (000) & %)					10,230 11.7	11.1*		12.3*	11,620 13.3	13.0*		13.5*	10,050 11.5	11.6*		11.4*
	SHARE OF AUDIENCE %					24	24 *		24 *	26	25 *		26 *	23	23 *		23 *
	AVG. AUD. BY ¼ HR. %					10.8	11.3	12.1	12.5	12.8	13.2	13.5	13.5	11.9	11.4	11.7	11.1

W E E K 2	TOTAL AUDIENCE (Households (000) & %)					8,650 9.9		8,650 9.9		11,800 13.5							
	ABC TV					SLEDGE HAMMER (R)		MR. BELVEDERE (R)(SD)						ABC FRIDAY NIGHT MOVIE PLAYERS (R)(SD)			
	AVERAGE AUDIENCE (Households (000) & %)					6,990 8.0		7,600 8.7		5,860 6.7	6.5*		6.5*		6.7*		7.0*
	SHARE OF AUDIENCE %					18		18		13	13 *		13 *		13 *		14 *
	AVG. AUD. BY ¼ HR. %					8.0	7.9	8.3	9.1	6.4	6.5	6.5	6.5	6.9	6.5	6.9	7.1
K 2	TOTAL AUDIENCE (Households (000) & %)					8,390 9.6		8,830 10.1		9,700 11.1				9,440 10.8			
	CBS TV					BUGS BUNNY BUSTIN OUT (R)		BUGS BUNNY MYSTERY SPEC. (R)(SUS-SD)				DALLAS (R)(SD)					HARD COPY
	AVERAGE AUDIENCE (Households (000) & %)					6,820 7.8		7,340 8.4		6,120 7.0	6.8*		7.1*	6,470 7.4	7.5*		7.3*
	SHARE OF AUDIENCE %					17		18		14	14 *		14 *	15	14 *		15 *
	AVG. AUD. BY ¼ HR. %					7.6	7.9	8.2	8.6	7.1	6.6	7.2	7.0	7.5	7.5	7.2	7.3
K 1	TOTAL AUDIENCE (Households (000) & %)					11,360 13.0				17,130 19.6				15,910 18.2			
	NBC TV							STINGRAY (R)				MIAMI VICE (R)					ON THE EDGE
	AVERAGE AUDIENCE (Households (000) & %)					8,040 9.2	8.6*		9.7*	12,320 14.1	13.2*		15.1*	11,710 13.4	13.7*		13.1*
	SHARE OF AUDIENCE %					20	19 *		20 *	28	27 *		29 *	26	26 *		26 *
	AVG. AUD. BY ¼ HR. %					8.5	8.7	9.6	9.8	12.8	13.5	14.6	15.5	14.3	13.0	12.7	13.4
TV HOUSEHOLDS USING TV		WK. 1	43.3	44.1	44.1	45.0	45.8	47.8	50.0	50.8	50.9	52.1	51.8	51.0	50.0	50.0	49.2
(See Def. 1)		WK. 2	43.9	44.6	45.0	44.8	45.0	45.9	46.9	48.5	49.1	50.3	51.3	52.3	52.2	51.7	50.4

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.FRI. JUNE 5, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. MAY 30, 1987

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					8,830 10.1				8,910 10.2				9,960 11.4			
	ABC TV					STARMAN (R)(SD)				OHARA (R)(SD)				SPENSER: FOR HIRE (R)			
	AVERAGE AUDIENCE (Households (000) & %)					6,210 7.1	6.9*		7.2*	6,120 7.0	6.5*		7.5*	7,520 8.6	8.3*		8.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					15 6.9	15 *	7.1	15 *	14 6.3	13 *	7.4	14 *	17 7.9	16 *	8.9	17 *
K 2	TOTAL AUDIENCE (Households (000) & %)					9,260 10.6				17,130 19.6							
	CBS TV					OUTLAWS (R)(SD)				CBS SATURDAY MOVIE THE OUTLAW JOSEY WALES (9:00-11:35PM) (R)(SD)							
	AVERAGE AUDIENCE (Households (000) & %)					6,290 7.2	6.9*		7.5*	9,180 10.5	7.8*		9.9*		11.1*		11.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					16 6.7	15 *	7.5	16 *	21 7.5	16 *	9.5	19 *	10.9	22 *	11.9	23 *
K 1	TOTAL AUDIENCE (Households (000) & %)					12,760 14.6		12,850 14.7		15,820 18.1		13,020 14.9		12,760 14.6			
	NBC TV					FACTS OF LIFE (R)		227 (R)		GOLDEN GIRLS (R)		ME & MRS. C (R)		HUNTER (R)			
	AVERAGE AUDIENCE (Households (000) & %)					10,660 12.2		11,100 12.7		13,460 15.4		11,270 12.9		9,880 11.3	11.2*		11.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 11.4	12.9	27 11.9	13.5	31 14.8	16.0	25 13.2	12.6	22 11.1	22 *	11.4	22 *

W E E K 2	TOTAL AUDIENCE (Households (000) & %)					7,170 8.2		7,600 8.7		6,030 6.9		6,730 7.7		9,960 11.4			
	ABC TV					WEBSTER (R)		SIDEKICKS (SD)		GUNG HO (R)		DADS (R)		STARMAN (R)			
	AVERAGE AUDIENCE (Households (000) & %)					5,940 6.8		6,380 7.3		4,980 5.7		5,590 6.4		7,250 8.3	8.1*		8.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					16 6.6	7.1	16 7.0	7.5	12 5.8	5.6	13 6.1	6.7	17 8.1	16 *	8.5	17 *
K 2	TOTAL AUDIENCE (Households (000) & %)					16,520 18.9											
	CBS TV					CBS SATURDAY MOVIE MASTER OF THE GAME, PART 1 (R)(SD)											
	AVERAGE AUDIENCE (Households (000) & %)					7,080 8.1	6.6*		6.4*		7.6*		8.2*		9.7*		10.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					17 6.6	15 *	6.4	14 *	7.7	16 *	8.0	17 *	9.4	19 *	10.2	21 *
K 1	TOTAL AUDIENCE (Households (000) & %)					10,580 12.1		12,240 14.0		17,040 19.5		15,210 17.4		16,340 18.7			
	NBC TV					227		ME & MRS. C		GOLDEN GIRLS (R)		AMEN (R)		HUNTER (R)			
	AVERAGE AUDIENCE (Households (000) & %)					8,570 9.8		10,750 12.3		15,030 17.2		13,370 15.3		12,410 14.2	14.2*		14.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 8.5	11.0	27 11.7	12.8	36 16.2	18.1	31 15.2	15.5	29 14.5	28 *	14.3	29 *
TV HOUSEHOLDS USING TV WK. 1		42.0	42.5	43.1	44.5	44.6	45.6	46.0	47.6	48.9	51.1	52.3	52.2	51.0	51.6	51.3	50.9
(See Def. 1) WK. 2		38.6	39.9	40.5	41.2	41.7	43.6	44.1	45.8	47.4	48.5	48.6	50.0	50.4	49.9	49.6	49.1

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.SAT. JUNE 6, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. MAY 30, 1987

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{			1,490 1.7											
	ABC TV				ABC WEEKEND REPORT-SAT.											
	AVERAGE AUDIENCE (Households (000) & %)	{			1,570 1.8											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			5 1.8											
K 2	TOTAL AUDIENCE (Households (000) & %)	{														
	CBS TV				CBS SATURDAY MOVIE > THE OUTLAW JOSEY WALES (9:00-11:32PM) (R)											
	AVERAGE AUDIENCE (Households (000) & %)	{			12.2*											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			25 *											
K 2	TOTAL AUDIENCE (Households (000) & %)	{			10,930 12.5											
	NBC TV				SATURDAY NIGHT (11:30-12:51AM) (SUSTAINING 12:51-1:00AM)											
	AVERAGE AUDIENCE (Households (000) & %)	{			5,680 6.5											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			19 8.1	7.8* 20 *		6.2* 19 *		5.1* 19 *						

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{			1,750 2.0											
	ABC TV				ABC WEEKEND REPORT-SAT.											
	AVERAGE AUDIENCE (Households (000) & %)	{			1,660 1.9											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			6 1.9											
K 2	TOTAL AUDIENCE (Households (000) & %)	{														
	CBS TV															
	AVERAGE AUDIENCE (Households (000) & %)	{														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%														
K 2	TOTAL AUDIENCE (Households (000) & %)	{			13,460 15.4											
	NBC TV				SATURDAY NIGHT (11:30-12:51PM) (SUSTAINING 12:51-1:00AM)											
	AVERAGE AUDIENCE (Households (000) & %)	{			6,900 7.9											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			24 9.1	9.0* 24 *		7.5* 23 *		6.8* 24 *						

TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	50.6	48.1	41.8	38.1	34.0	31.0	27.5	25.5	21.9	19.7	17.6	16.0	14.6	13.8	12.5	10.9
	WK. 2	46.8	43.4	39.1	37.2	33.1	31.3	28.8	26.5	22.7	20.2	17.6	16.3	15.2	13.7	12.2	11.1

U.S. TV Households: 87,460,000

For explanation of symbols, See page A.

EVE.SAT. JUNE 6, 1987

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 14,070 16.1								{ 16,430 18.8							
	ABC TV	DISNEY SUNDAY MOVIE WALT DISNEY WORLD'S 15TH BIRTHDAY CELEBRATION (R)(SD)															
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,640 7.6								{ 9,000 10.3							
	SHARE OF AUDIENCE %	15	7.0*			8.0*		7.4*		7.9*	10.8*		10.8*		9.8*		9.7*
	AVG. AUD. BY ¼ HR.	6.8	7.2	8.1	8.0	7.5	7.3	8.0	7.9	10.8	10.9	10.9	10.6	10.1	9.5	9.9	9.5
	TOTAL AUDIENCE (Households (000) & %)	{ 21,590 24.7				{ 21,060 24.1				{ 20,280 23.2							
	CBS TV	60 MINUTES MURDER, SHE WROTE (R)(SD)															
	AVERAGE AUDIENCE (Households (000) & %)	{ 16,340 18.7	18.0*			19.5*	19.7	19.5*		19.9*	11,620 13.3	12.6*		12.5*		13.6*	14.4*
	SHARE OF AUDIENCE %	39	39 *			40 *	35	36 *		34 *	22	21 *		21 *		23 *	25 *
	AVG. AUD. BY ¼ HR.	16.8	19.2	19.2	19.7	19.2	19.8	20.0	19.8	13.2	12.1	12.3	12.8	13.5	13.7	14.2	14.7
	TOTAL AUDIENCE (Households (000) & %)	{ 8,830 10.1				{ 11,010 12.6				{ 20,630 23.6							
	NBC TV	A TEAM SPECIAL (R)															
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,510 6.3	5.8*			7,780 8.9	8.0*			9.8*	13,020 14.9	13.1*		14.9*		15.8*	15.9*
	SHARE OF AUDIENCE %	13	13 *			16	15 *			17 *	25	22 *		25 *		26 *	27 *
	AVG. AUD. BY ¼ HR.	5.8	5.9	6.4	7.1	7.7	8.2	9.4	10.2	12.1	14.0	14.7	15.1	15.7	16.0	15.8	16.1

W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 15,030 17.2										{ 18,620 21.3															
	ABC TV		DISNEY SUNDAY MOVIE HELP WANTED: KIDS (R)(SD)															ALEX:THE LIFE OF A CHILD (R)(SD)										
	AVERAGE AUDIENCE (Households (000) & %)		{ 8,390 9.6		8.3*			9.0*	10.3*		10.8*	11,270 12.9		10.9*	12.7*		13.6*		14.2*									
	SHARE OF AUDIENCE %		19		18 *			18 *	20 *		20 *	23		20 *	22 *		24 *		26 *									
	AVG. AUD. BY ¼ HR.		8.2		8.4	8.6	9.5	10.3	10.4	10.7	10.9	10.5	11.3	12.4	12.9	13.5	13.7	13.8	14.7									
TOTAL AUDIENCE (Households (000) & %)		{ 21,240 24.3										{ 19,140 21.9										{ 23,770 27.2						
CBS TV		60 MINUTES															MURDER, SHE WROTE (R)(SD)					TONY AWARDS (9:00-11:37PM) (SD)						
AVERAGE AUDIENCE (Households (000) & %)		{ 15,820 18.1		16.6*			19.5*	15,120 17.3		16.8*	17.7*		10,400 11.9	14.3*	12.6*		12.6*		12.0*									
SHARE OF AUDIENCE %		38		36 *			39 *	33		33 *	33 *		23	26 *	22 *		22 *		22 *									
AVG. AUD. BY ¼ HR.		15.0		18.2	19.6	19.5	16.6	17.0	17.6	17.8	15.2	13.4	12.8	12.4	12.7	12.5	12.3	11.7										
TOTAL AUDIENCE (Households (000) & %)		{ 7,170 8.2										{ 10,140 11.6										{ 18,180 20.8						
NBC TV		A TEAM SPEC (R)															OUR HOUSE (R)					NBC SUNDAY NIGHT MOVIE CRIME STORY (R)						
AVERAGE AUDIENCE (Households (000) & %)		{ 4,810 5.5		5.0*			5.9*	6,990 8.0		7.3*	8.6*		10,840 12.4	11.2*	12.6*		13.3*		12.6*									
SHARE OF AUDIENCE %		12		11 *			12 *	15		14 *	16 *		22	20 *	22 *		24 *		23 *									
AVG. AUD. BY ¼ HR.		5.0		5.0	5.6	6.3	7.0	7.7	7.9	9.3	10.6	11.8	12.2	12.9	13.3	13.4	12.9	12.3										
TV HOUSEHOLDS USING TV		WK. 1	45.4	47.5	48.4	50.2	52.8	55.0	57.8	59.0	58.6	59.2	60.0	60.2	60.4	59.8	59.3	57.4										
(See Def. 1)		WK. 2	45.3	47.0	48.9	50.0	50.9	52.2	53.4	54.7	54.3	55.3	56.2	56.9	56.3	56.3	54.4	52.9										

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{			2,010 2.3													
	ABC TV				ABC WEEKEND REPORT-SUN.													
	AVERAGE AUDIENCE (Households (000) & %)	{			1,920 2.2													
	SHARE OF AUDIENCE %	%			10													
	AVG. AUD. BY ¼ HR.	%			2.2													
	TOTAL AUDIENCE (Households (000) & %)	{	3,670 4.2															
W E K 1	CBS TV				CBS SUNDAY NEWS-OSGOOD													
	AVERAGE AUDIENCE (Households (000) & %)	{	3,500 4.0															
	SHARE OF AUDIENCE %	%	9															
	AVG. AUD. BY ¼ HR.	%	4.0															
	TOTAL AUDIENCE (Households (000) & %)	{			1,920 2.2													
	NBC TV				G MICHAELS SPORTS MACHINE (11:30-11:45PM) (SUSTAINING 11:45-1:00AM)													
W E K 1	AVERAGE AUDIENCE (Households (000) & %)	{			1,840 2.1													
	SHARE OF AUDIENCE %	%			7													
	AVG. AUD. BY ¼ HR.	%			2.1													
	TOTAL AUDIENCE (Households (000) & %)	{			2,190 2.5													
	ABC TV				ABC WEEKEND REPORT-SUN.													
	W E K 2	AVERAGE AUDIENCE (Households (000) & %)	{			2,100 2.4												
SHARE OF AUDIENCE %		%			10													
AVG. AUD. BY ¼ HR.		%			2.4													
TOTAL AUDIENCE (Households (000) & %)		{			2,270 2.6													
CBS TV					TONY AWARDS (9:00-11:37PM) (OP)				CBS SUNDAY NEWS-OSGOOD (11:37-11:52PM) (OP)									
W E K 2		AVERAGE AUDIENCE (Households (000) & %)	{			8.9* 2.6												
	SHARE OF AUDIENCE %	%			20 *	8												
	AVG. AUD. BY ¼ HR.	%	9.4	8.4	2.7	2.4												
	TOTAL AUDIENCE (Households (000) & %)	{			2,100 2.4													
	NBC TV				G MICHAELS SPORTS MACHINE (11:30-11:45PM) (SUSTAINING 11:45-12:00AM)													
	W E K 2	AVERAGE AUDIENCE (Households (000) & %)	{			2,010 2.3												
SHARE OF AUDIENCE %		%			7													
AVG. AUD. BY ¼ HR.		%			2.3													
TV HOUSEHOLDS USING TV		WK. 1	48.2	41.3	33.4	29.9	26.6	23.7	20.5	18.1	15.8	13.4	11.4	9.9	8.5	7.7	7.3	7.0
(See Def. 1)		WK. 2	47.0	42.6	35.7	31.9	26.8	23.5	20.8	19.1	17.0	15.3	13.1	11.6	10.6	9.4	8.5	7.4

For explanation of symbols, See page A.

EVE. SUN. JUNE 7, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAY 25-29, 1987

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			4,540 5.2					4,370 5.0								
	ABC TV			GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)									
	AVERAGE AUDIENCE (Households (000) & %)			3,500 4.0					3,580 4.1								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			21 4.0	4.0				19 4.0	4.1							
E E K 2	TOTAL AUDIENCE (Households (000) & %)	3,060 3.5			4,810 5.5							2,970 3.4			3,060 3.5		
	CBS TV			CBS MORNING NEWS 7:00AM				MORNING PROGRAM									
	AVERAGE AUDIENCE (Households (000) & %)	2,360 2.7			2,190 2.5	2.5*		2.6*		2.6*		2,360 2.7			2,530 2.9		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	16 2.7	2.7		12 2.5	13* 2.6		12* 2.6		12* 2.6		12 2.5	2.8		13 2.8	3.0	
E E K 3	TOTAL AUDIENCE (Households (000) & %)			5,330 6.1					4,980 5.7			3,410 3.9			3,150 3.6		
	NBC TV			TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)				SALE OF THE CENTURY				CLASSIC CONCENTRATION	
	AVERAGE AUDIENCE (Households (000) & %)			4,110 4.7					4,110 4.7			2,880 3.3			2,620 3.0		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			25 4.7	4.7				21 4.9	4.5		15 3.3	3.3		13 2.9	3.2	

W E E K 2	TOTAL AUDIENCE (Households (000) & %)			4,540 5.2					4,200 4.8								
	ABC TV			GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)									
	AVERAGE AUDIENCE (Households (000) & %)			3,500 4.0					3,320 3.8								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			21 4.1	4.0				18 3.8	3.8							
E E K 3	TOTAL AUDIENCE (Households (000) & %)	2,710 3.1			4,370 5.0							3,500 4.0			3,580 4.1		
	CBS TV			CBS MORNING NEWS 7:00AM				MORNING PROGRAM									
	AVERAGE AUDIENCE (Households (000) & %)	2,100 2.4			1,920 2.2	2.1*		2.1*		2.4*		2,880 3.3			3,060 3.5		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	14 2.4	2.4		11 2.2	11* 2.2		10* 2.1		11* 2.5		15 3.1	3.4		16 3.4	3.7	
E E K 4	TOTAL AUDIENCE (Households (000) & %)			5,420 6.2					5,240 6.0			3,670 4.2			3,230 3.7		
	NBC TV			TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)				SALE OF THE CENTURY				CLASSIC CONCENTRATION	
	AVERAGE AUDIENCE (Households (000) & %)			4,370 5.0					4,200 4.8			3,060 3.5			2,710 3.1		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			26 5.0	5.1				23 4.9	4.7		16 3.4	3.5		14 3.1	3.1	

TV HOUSEHOLDS USING TV	WK. 1	12.6	14.4	15.9	17.5	19.2	20.6	21.0	21.5	22.4	22.8	23.2	23.1	22.2	22.7	22.7	23.2
(See Def. 1)	WK. 2	13.5	15.1	16.1	17.2	18.9	20.0	20.1	20.5	21.1	21.6	21.8	21.7	21.9	22.1	21.5	21.7

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY MON.-FRI. JUNE 1-5, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAY 25-29, 1987

TIME 11:00 11:15 11:30 11:45 12:00 12:15 12:30 12:45 1:00 1:15 1:30 1:45 2:00 2:15 2:30 2:45

WEEK 1

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV WK. 1
(See Def. 1) WK. 2

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY MON.-FRI. JUNE 1-5, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAY 25-29, 1987

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 8,740 10.0														9,880 11.3
	ABC TV		← GENERAL HOSPITAL →														ABC WORLD NEWS TONIGHT
	AVERAGE AUDIENCE (Households (000) & %)		{ 6,730 7.7														8,480 9.7
	SHARE OF AUDIENCE %		{ 26 7.6														21 9.5
	AVG. AUD. BY ¼ HR.		{ 7.7* 27 *														9.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 6,290 7.2														9,790 11.2
	CBS TV		← GUIDING LIGHT (TU-F)(S)(OP) (SD)(SUS-SD) → (S)(OP) →														CBS EVENING NEWS- RATHER
	AVERAGE AUDIENCE (Households (000) & %)		{ 4,720 5.4														8,300 9.5
	SHARE OF AUDIENCE %		{ 19 5.3														21 9.4
	AVG. AUD. BY ¼ HR.		{ 5.3* 19 *														9.5
W E E K 3	TOTAL AUDIENCE (Households (000) & %)		{ 5,330 6.1														10,490 12.0
	NBC TV		← SANTA BARBARA →														NBC NIGHTLY NEWS
	AVERAGE AUDIENCE (Households (000) & %)		{ 3,850 4.4														9,000 10.3
	SHARE OF AUDIENCE %		{ 15 4.3														22 10.1
	AVG. AUD. BY ¼ HR.		{ 4.3* 15 *														10.5

W E E K 4	TOTAL AUDIENCE (Households (000) & %)		{ 8,480 9.7														9,260 10.6
	ABC TV		← GENERAL HOSPITAL → (S)(OP) →														ABC WORLD NEWS TONIGHT
	AVERAGE AUDIENCE (Households (000) & %)		{ 6,640 7.6														8,040 9.2
	SHARE OF AUDIENCE %		{ 27 7.3														20 9.0
	AVG. AUD. BY ¼ HR.		{ 7.5* 27 *														9.4
W E E K 5	TOTAL AUDIENCE (Households (000) & %)		{ 6,470 7.4														9,350 10.7
	CBS TV		← GUIDING LIGHT (SD)(SUS-SD) → (S)(OP) →														CBS EVENING NEWS- RATHER
	AVERAGE AUDIENCE (Households (000) & %)		{ 5,240 6.0														7,950 9.1
	SHARE OF AUDIENCE %		{ 21 5.9														20 9.1
	AVG. AUD. BY ¼ HR.		{ 6.0* 22 *														9.0
W E E K 6	TOTAL AUDIENCE (Households (000) & %)		{ 4,890 5.6														10,750 12.3
	NBC TV		← SANTA BARBARA →														NBC NIGHTLY NEWS
	AVERAGE AUDIENCE (Households (000) & %)		{ 3,580 4.1														9,180 10.5
	SHARE OF AUDIENCE %		{ 14 3.9														23 10.4
	AVG. AUD. BY ¼ HR.		{ 3.9* 14 *														10.6

TV HOUSEHOLDS USING TV WK. 1	28.5	29.3	30.1	31.1	31.8	33.3	34.5	35.7	36.9	39.1	39.6	41.2	43.3	45.1	45.8	47.1
(See Def. 1) WK. 2	27.8	29.1	29.9	30.8	31.0	32.8	33.5	34.3	35.4	37.7	39.1	41.1	43.6	45.4	46.0	47.2

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY MON.-FRI. JUNE 1-5, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAY 30, 1987

W

E

E

K

1

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TV HOUSEHOLDS USING TV WK. 1
(See Def. 1) WK. 2

U.S. TV Households: 87,400,000

NATIONAL TV AUDIENCE ESTIMATES																															
7:15			7:30		7:45		8:00		8:15		8:30		8:45		9:00		9:15		9:30		9:45		10:00		10:15		10:30		10:45		
							1,400 1.6 WUZZLES				2,360 2.7 CARE BEAR FAMILY				3,060 3.5 FLINTSTONE KIDS 1				3,230 3.7 FLINTSTONE KIDS 2				3,930 4.5 REAL GHOSTBUSTERS				3,500 4.0 POUND PUPPIES				
			1,220 1.4 10 1.4		1.5		2,010 2.3 13 2.4		2.3				2,710 3.1 15 3.0		3.1		2,620 3.0 13 2.8		3.2				3,500 4.0 17 3.7		4.2		2,800 3.2 13 3.4		3.1		
			2,800 3.2 BERENSTAIN BEARS				2,800 3.2 WILDFIRE						5,330 6.1 MUPPET BABIES										4,810 5.5 PEE WEE'S PLAYHOUSE				4,890 5.6 TEEN WOLF				
			2,360 2.7 18 2.3		3.0		2,450 2.8 15 2.8		2.9		3,670 4.2 19 3.7		4.0* 19* 4.3		4.4		4.4* 19* 4.4				3,930 4.5 19 4.4		4.7		4,110 4.7 19 4.8		4.7				
			3,500 4.0 KISSYFUR				4,630 5.3 GUMMI BEARS (SD)				5,420 6.2 SMURFS I				5,860 6.7 SMURFS II						6,380 7.3 SMURFS III (SD)				5,420 6.2 ALVIN AND THE CHIPMUNKS						
			2,530 2.9 20 2.5		3.3		3,850 4.4 24 4.1		4.6		4,630 5.3 25 5.1		5.5		4,980 5.7 25 5.7		5.6				5,160 5.9 25 6.2		5.7		4,720 5.4 22 5.3		5.5				
			2,190 2.5 WUZZLES				2,880 3.3 CARE BEAR FAMILY				3,500 4.0 FLINTSTONE KIDS 1				4,280 4.9 FLINTSTONE KIDS 2						3,760 4.3 REAL GHOSTBUSTERS				2,970 3.4 POUND PUPPIES						
			1,660 1.9 13 1.6		2.1		2,100 2.4 14 2.2		2.7		2,970 3.4 16 3.2		3.6		3,670 4.2 18 3.8		4.5				3,150 3.6 15 3.6		3.5		2,530 2.9 12 2.8		3.0				
			2,100 2.4 BERENSTAIN BEARS				3,150 3.6 WILDFIRE				6,210 7.1 MUPPET BABIES										6,290 7.2 PEE WEE'S PLAYHOUSE				5,680 6.5 TEEN WOLF						
			1,840 2.1 15 2.1		2.1		2,530 2.9 17 2.5		3.3		4,460 5.1 23 3.8		4.4* 21* 4.9		5.5		5.8* 25* 6.0				5,240 6.0 24 5.8		6.2		4,630 5.3 21 5.5		5.2				
			3,500 4.0 KISSYFUR				4,110 4.7 GUMMI BEARS (SD)				5,330 6.1 SMURFS I				5,330 6.1 SMURFS II						5,330 6.1 SMURFS III (SD)				5,860 6.7 ALVIN AND THE CHIPMUNKS						
			2,710 3.1 22 3.0		3.3		3,500 4.0 23 3.8		4.1		4,370 5.0 23 5.1		4.9		4,200 4.8 20 5.0		4.6				4,370 5.0 20 5.0		5.1		5,070 5.8 23 5.7		5.9				
8.7 8.5		9.6 10.4		10.3 11.5		12.5 12.9		15.0 14.7		17.4 16.7		19.1 18.3		19.6 20.3		20.9 21.7		22.2 23.1		23.3 23.4		23.5 24.6		24.4 25.4		25.0 25.8		25.3 25.6		25.9 26.0	

For explanation of symbols, See page A.

DAY SAT. JUNE 6, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAY 30, 1987

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,020 4.6		3,230 3.7		2,620 3.0		2,100 2.4		2,270 2.6							
	ABC TV		BUGS BUNNY & TWEETY SHOW		ALL NEW EWOKS		ABC WEEKEND SPECIALS THE BOLLO CAPER		HEALTH SHOW		WHAT'RE MY TRUE COLORS?							
	AVERAGE AUDIENCE (Households (000) & %)	{	3,230 3.7		2,450 2.8		2,190 2.5		1,570 1.8		1,660 1.9							
	SHARE OF AUDIENCE %		15		11		10		7		8							
	AVG. AUD. BY ¼ HR. %		3.3	4.1	3.1	2.6	2.3	2.6	1.8	1.9	2.0	1.8						
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	3,150 3.6		2,360 2.7		2,360 2.7		2,190 2.5		4,280 4.9				6,380 7.3			
	CBS TV		GALAXY HIGH SCHOOL		CBS STORYBREAK		ROCK N WRESTLING-1		ROCK N WRESTLING-2		CBS SPORTS SAT SPEC ED.				MEMORIAL GOLF TOURN.-SAT (2:00-3:30PM)			
	AVERAGE AUDIENCE (Households (000) & %)	{	2,620 3.0		2,010 2.3		1,750 2.0		1,840 2.1		1,840 2.1	2.2*		2.1*	2,970 3.4	2.8*		3.0*
	SHARE OF AUDIENCE %		12		9		8		8		8	9*		8*	13	11*		11*
	AVG. AUD. BY ¼ HR. %		3.0	3.0	2.2	2.3	1.9	2.1	2.2	2.0	2.3	2.1	2.0	2.2	2.7	2.9	3.0	3.1
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{	5,680 6.5		4,630 5.3		3,670 4.2		2,880 3.3									
	NBC TV		FOOFUR		IT'S PUNKY BREWSTER (SD)		LAZER TAG ACADEMY		KIDD VIDEO									
	AVERAGE AUDIENCE (Households (000) & %)	{	4,460 5.1		3,760 4.3		2,880 3.3		2,270 2.6									
	SHARE OF AUDIENCE %		20		17		13		10									
	AVG. AUD. BY ¼ HR. %		5.3	5.0	4.3	4.4	3.2	3.5	2.7	2.4								
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{	4,280 4.9		3,230 3.7		3,060 3.5		1,310 1.5		4,540 5.2							
	ABC TV		BUGS BUNNY & TWEETY SHOW		ALL NEW EWOKS		ABC WEEKEND SPECIALS(B) CAPTAIN R. MEETS DR. JEKYLL & MR. HYDE		HEALTH SHOW		MC DONALD'S LPGA TOURN.-SAT							
	AVERAGE AUDIENCE (Households (000) & %)	{	3,410 3.9		2,710 3.1		2,450 2.8		960 1.1		1,660 1.9	1.7*		1.9*		1.8*		2.3*
	SHARE OF AUDIENCE %		15		12		11		4		8	7*		8*		7*		9*
	AVG. AUD. BY ¼ HR. %		3.7	4.1	3.1	3.1	2.8	2.8	1.2	1.1	1.6	1.7	1.8	1.9	1.7	1.9	2.2	2.3
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{	4,020 4.6		3,760 4.3		2,270 2.6		2,800 3.2									
	CBS TV		GALAXY HIGH SCHOOL		CBS STORYBREAK		ROCK N WRESTLING-1		ROCK N WRESTLING-2									
	AVERAGE AUDIENCE (Households (000) & %)	{	3,320 3.8		2,880 3.3		1,840 2.1		2,100 2.4									
	SHARE OF AUDIENCE %		15		13		8		9									
	AVG. AUD. BY ¼ HR. %		3.8	3.8	3.4	3.3	2.0	2.2	2.3	2.4								
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{	5,420 6.2		5,070 5.8		8,480 9.7											
	NBC TV		FOOFUR		IT'S PUNKY BREWSTER (SD)													
	AVERAGE AUDIENCE (Households (000) & %)	{	4,280 4.9		4,370 5.0		3,060 3.5	3.0*		3.4*		3.7*		3.5*		4.0*		3.2*
	SHARE OF AUDIENCE %		19		20		14	12*		14*		15*		14*		16*		12*
	AVG. AUD. BY ¼ HR. %		5.0	4.8	4.8	5.1	3.1	3.0	3.3	3.4	3.8	3.6	3.7	3.4	3.8	4.2	3.7	2.8
TV HOUSEHOLDS USING TV WK. 1			25.4	25.7	26.2	26.3	25.1	25.8	25.6	25.3	24.4	25.0	25.6	26.0	26.0	26.9	26.9	28.0
(See Def. 1) WK. 2			26.3	26.7	26.0	26.3	25.6	25.7	25.2	25.8	25.2	25.5	26.0	25.5	24.5	26.0	26.5	25.5

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY SAT. JUNE 6, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAY 30, 1987

		Nielsen NATIONAL TV AUDIENCE ESTIMATES																	
		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)								5,860 6.7									8,300 9.5	
	ABC TV																	ABC WRLD NEWS TONIGHT-SAT	
	AVERAGE AUDIENCE (Households (000) & %)								2,620 3.0	2.5* 7 *		3.1* 9 *		3.5* 9 *			6,900 7.9		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %								8 2.4	2.7	3.0	3.1	3.2	3.8			7.6 8.1		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)			22,290 25.5														7,690 8.8	
	CBS TV																	CBS SAT. NEWS- SCHIEFFER	
	AVERAGE AUDIENCE (Households (000) & %)			11,890 13.6	4.5* 16 *	9.8* 31 *		12.3* 37 *	12.5* 37 *		14.4* 41 *		16.1* 42 *		18.2* 44 *		6,640 7.6		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			5.0 9.0	5.0	10.7	11.9	12.6	12.3	12.8	13.6	15.1	15.6	16.7	18.9	15.8	7.9 7.2		
WEEK 3	TOTAL AUDIENCE (Households (000) & %)		3,930 4.5	11,970 13.7														6,210 7.1	
	NBC TV																	NBC NIGHTLY NEWS- SAT. (OP)	
	AVERAGE AUDIENCE (Households (000) & %)		3,850 4.4	3,930 4.5		4.7* 15 *		4.3* 13 *	4.6* 14 *		4.1* 12 *		4.5* 12 *	5.0* 12 *			4,810 5.5		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		16 4.4	13 5.0	4.8	4.7	4.3	4.3	4.7	4.5	4.2	4.0	4.3	4.7	4.6	1.9	5.7 5.4		
WEEK 4	TOTAL AUDIENCE (Households (000) & %)		6,380 7.3						14,250 16.3									6,380 7.3	
	ABC TV																	ABC WRLD NEWS TONIGHT-SAT	
	AVERAGE AUDIENCE (Households (000) & %)		2,800 3.2			3.0* 12 *		3.0* 11 *	3.6* 12 *	7,780 8.9	6.6* 20 *		9.1* 26 *		11.0* 30 *		5,510 6.3		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		3.0 3.0	3.0	3.0	2.9	3.2	4.0	5.9	7.3	8.6	9.5	12.0	9.9	8.9		6.3 6.4		
WEEK 5	TOTAL AUDIENCE (Households (000) & %)						6,560 7.5											5,680 6.5	
	CBS TV																	CBS SAT. NEWS- SCHIEFFER	
	AVERAGE AUDIENCE (Households (000) & %)						2,360 2.7										4,460 5.1		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						8 3.1	3.0* 10 *		2.3* 7 *	2.5	2.6* 8 *		3.1* 8 *			4.9 5.4		
WEEK 6	TOTAL AUDIENCE (Households (000) & %)		3,500 4.0	13,280 15.2														4,460 5.1	
	NBC TV																	NBC NIGHTLY NEWS- SAT. (OP)	
	AVERAGE AUDIENCE (Households (000) & %)		3,230 3.7	4,810 5.5		5.0* 19 *		6.0* 20 *	5.6* 17 *		5.4* 16 *		4.5* 12 *				3,670 4.2		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		15 3.7	17 4.1	4.7	5.3	5.7	6.2	5.8	5.4	5.5	5.4	4.5	4.4			4.3 4.1		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	28.5	29.3	30.7	32.1	32.5	33.4	34.2	34.8	35.4	37.4	38.5	40.9	43.8	42.0	41.4	42.2	
		WK. 2	25.2	25.0	25.5	27.5	28.6	30.6	31.1	33.2	34.6	35.2	37.1	37.5	38.2	38.8	39.3	38.7	

U.S. TV Households: 87,400,000

(1) NBC MAJOR LEAGUE PRE GAME, NBC, (3:00-3:17PM)

For explanation of symbols, See page A.

DAY SAT. JUNE 6, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAY 31, 1987

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{																
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%																
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{									6,470 7.4							2,450 2.8
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{									3,670 4.2							2,100 2.4
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%									19 3.3	3.8* 19 *	4.3* 18 *		4.5* 18 *	4.5	2.6	2.2
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{																
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%																

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{																
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{									7,170 8.2							3,150 3.6
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{									3,670 4.2							2,360 2.7
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%									19 3.7	4.0* 20 *	4.0* 18 *		4.6* 19 *	4.6	2.8	2.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{									11,360 13.0							
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{									2,450 2.8	1.2* 6 *	1.8* 8 *		2.4* 10 *			3.0* 12 *
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%									1.3	1.2	1.7	1.9	2.3	2.5	2.9	3.0

TV HOUSEHOLDS USING TV WK. 1	7.1	8.3	9.3	10.4	12.6	14.7	17.1	18.8	20.0	21.7	22.8	23.7	24.3	24.5	24.8	25.2
(See Def. 1) WK. 2	7.4	8.5	9.6	10.5	13.0	14.6	15.7	17.1	19.7	22.0	22.6	23.9	25.1	25.3	25.2	25.4

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY SUN. JUNE 7, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAY 31, 1987

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)				4,540 5.2					1,570 1.8								
					← THIS WEEK-DAVID BRINKLEY →													
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)				2,880 3.3					1,220 1.4								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				13 3.2	13 * 3.4		13 * 3.3	13 * 3.4	6 1.4		1.4						
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																	
					FOR OUR TIMES (SUS)													
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)								2,270 2.6								5,510 6.3	
									MEET THE PRESS									
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)								1,750 2.0								2,100 2.4	2.8 *
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %								7 2.0	1.9							8 2.8	10 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)				4,720 5.4					1,840 2.1								
					← THIS WEEK-DAVID BRINKLEY →													
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)				3,060 3.5					1,490 1.7								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				13 3.5	13 * 3.5		13 * 3.6	13 * 3.4	6 1.6	1.8							
W E E K 2	TOTAL AUDIENCE (Households (000) & %)														20,280 23.2			
					FOR OUR TIMES (SUS)										NBA FINALS GAME 3 LA LAKERS VS BOSTON CELTICS (1:00-3:30PM)			
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)														10,310 11.8	8.7 *	11.0 *	10.9 *
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %														36 7.7	30 * 9.8	34 * 11.3	33 * 11.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	25.0	25.2	25.6	26.1	27.2	27.4	27.4	27.5	25.9	26.5	26.8	28.3	28.5	29.3	29.4	30.1
U.S. TV Households: 87,400,000		WK. 2	26.0	26.5	26.4	26.6	26.3	26.6	27.3	28.0	28.9	30.3	30.9	31.9	32.0	32.6	33.0	33.6

For explanation of symbols, See page A.

DAY SUN. JUNE 7, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAY 31, 1987

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						6,380 7.3											5,510 6.3
	ABC TV																	ABC WRD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)						2,530 2.9	3.0*	3.0*	3.0*	3.0*	2.8*						4,460 5.1
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						8 3.2	9 *	9 *	8 *	8 *	8 *						13 5.0 5.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		9,960 11.4												5,940 6.8			
	CBS TV																	CBS EVENING NEWS- SUNDAY
	AVERAGE AUDIENCE (Households (000) & %)		3,760 4.3	3.6*		3.8*		4.3*	4.8*		5.0*	4.0*			4,890 5.6			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		13 3.8	12 *		12 *	4.0	13 *	14 *	5.0	14 *	12 *	3.9		5.4	5.8		
W E E K 3	TOTAL AUDIENCE (Households (000) & %)																	8,220 9.4
	NBC TV																	NBC NIGHTLY NEWS- SUN
	AVERAGE AUDIENCE (Households (000) & %)			2.2*		2.3*		2.3*	2.8*		3.2*	3.6*			6,730 7.7			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			8 *		7 *	2.3	7 *	8 *	3.1	9 *	10 *	3.5		19 7.7			7.8
W E E K 4	TOTAL AUDIENCE (Households (000) & %)		2,620 3.0															6,120 7.0
	ABC TV																	ABC WRD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)		1,310 1.5	1.6*		1.5*		1.5*	1.3*		1,920 2.2	1.7*	2.6*		4,630 5.3			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		4 1.8	5 *		5 *	1.5	5 *	4 *	1.7	6	5 *	7 *		13 5.1			5.6
W E E K 5	TOTAL AUDIENCE (Households (000) & %)				14,510 16.6													3,670 4.2
	CBS TV																	CBS EVENING NEWS-SU(B) (6:39-7:00PM) (OP)
	AVERAGE AUDIENCE (Households (000) & %)			15.4*	5,680 6.5	7.7*		6.4*	6.0*		6.2*	6.1*			3,060 3.5			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			44 *	19	23 *	6.6	19 *	18 *	6.2	19 *	17 *			8 3.6			3.5
W E E K 6	TOTAL AUDIENCE (Households (000) & %)																	6,820 7.8
	NBC TV																	NBC NIGHTLY NEWS- SUN
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
TV HOUSEHOLDS USING TV			WK. 1	30.3	31.1	31.4	32.4	32.7	34.1	34.8	35.3	36.2	36.9	36.2	36.4	38.9	40.8	41.2
(See Def. 1)			WK. 2	33.9	34.5	32.2	32.0	32.5	33.2	34.1	34.5	34.3	36.3	37.2	39.1	40.9	41.2	42.7

U.S. TV Households: 87,400,000

(1) NBA FINALS GAME 3, LA LAKERS VS BOSTON CELTICS, /CBS, (1:00-3:33PM)(S)

For explanation of symbols, See page A.

DAY SUN. JUNE 7, 1987

OTHER PROGRAMS

[illegible][illegible]

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

Nielsen NATIONAL TV AUDIENCE ESTIMATES										WEEK 1										WEEK 2									
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS												
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %											
EVENING SUNDAY																													
ABC ABC SPORTS UPDATE-SUN		8.58- 8.59PM	8.45	5,680	6.5	5,680	6.5	11	6.5		7,430	8.5	7,430	8.5	16	8.5													
ABC ABC NEWSBRIEF-SUN.	1	9.47- 9.49PM	9.45	8,300	9.5	8,220	9.4	16	9.4		9,530	10.9	9,440	10.8	19	10.8													
	2	9.53- 9.55PM	9.45																										
CBS SPORTSBREAK-SUN	1	8.31- 8.32PM	8.30	14,600	16.7	14,600	16.7	29	16.7		13,110	15.0	13,110	15.0	28	15.0													
	2	8.30- 8.31PM	8.30								23,770	27.2	10,400	11.9	23	8.8													
CBS TONY AWARDS(S)	2	9.00-11.37PM	+GRID 11.30												8.8*	25*	8.8												
CBS NEWSBREAK-SUN.	1	9.52- 9.53PM	9.45	7,690	8.8	7,690	8.8	15	8.8		7,430	8.5	7,430	8.5	15	8.5													
	2	9.50- 9.51PM	9.45																										
EVENING MONDAY-FRIDAY																													
ABC ABC NEWS:NIGHTLINE		>	11.30 11.45 12.00	9,090	10.4	7,430	8.5	23	9.0 8.1 8.2	M-F M-F THU.	5,860	6.7	4,630	5.3	15	5.8 4.8 3.8	TU-F TU-F THU.												
ABC ABC NEWS:NIGHTLINE-MON.	2	11.48-12.12AM	11.45 12.00								4,810	5.5	4,280	4.9	16	5.3 4.5	MON. MON.												
ABC ABC NEWS:NIGHTLINE-FRI	2	12.00- 3.47AM	12.00 12.15 12.30 12.45								9,700	11.1	3,850	4.4	24 6.2* 20*	6.2 6.1 6.2 5.9	FRI. FRI. FRI. FRI.												

			1.00 1.15 1.30 1.45 2.00 2.15 2.30 2.45 3.00 3.15 3.30 3.45															5.4* 25* 5.3* 25* 4.6* 25* 4.0* 25* 3.7* 25* 3.5* 25* 3.3* 27* 3.2* 27* 3.1* 27* 3.0* 29* 2.5* 28* 2.3* 28*		5.4 FRI. 5.3 FRI. 4.9 FRI. 4.3 FRI. 4.0 FRI. 3.5 FRI. 3.3 FRI. 3.2 FRI. 3.1 FRI. 2.9 FRI. 2.5 FRI. 2.3 FRI.
ABC ABC NEWS:NIGHTLINE-TUE	1	12.00-12.30AM	12.00 12.15	6,730	7.7	5,940	6.8	23	7.3 6.4	TUE. TUE.										
ABC ABC NEWS:NIGHTLINE-WED	1	12.00-12.42AM	12.00 12.15 12.30	14,420	16.5	11,800	13.5 14.0* 12.1*	44 43* 46*	14.7 13.3 12.1	WED. WED. WED.										
ABC MONDAY SPORTSNITE	2	12.12- 1.11AM	12.00 12.15 12.30 12.45 1.00								2,710	3.1	1,660	1.9 2.3*	9 9*	2.7 2.2 1.9 1.7 1.5	MON. MON. MON. MON. MON.			
CBS WE THE PEOPLE		8.58- 8.59PM	8.45	7,430	8.5	7,430	8.5	14	8.5	TU&TH	8,040	9.2	8,040	9.2	16	9.2	MTUTH			
CBS NEWSBREAK-M-F		>	9.45 10.00 10.15	8,130	9.3	7,950	9.1	15	7.7 11.4 11.5	M-F TUE. THU.	7,520	8.6	7,780	8.9	15	6.8	M-F			
CBS CBS LATE NIGHT I CONT'D		>	11.30	4,810	5.5	3,410	3.9	14	4.2	M-TH	4,980	5.7	3,760	4.3	18	4.9	TU&TH M-TH			

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

NIELSEN NATIONAL TV AUDIENCE ESTIMATES											WEEK 1							WEEK 2						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS							
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %									
EVENING MONDAY-FRIDAY-CONT'D			11.45				3.9*	11*	3.8	M-W				4.7*	15*	4.5	M-W							
CBS CBS LATE NIGHT I-CONT'D			12.00						3.9	M-TH						4.4	M-TH							
			12.15				3.8*	14*	3.8	M-TH				4.3*	18*	4.2	M-TH							
			12.30						3.8	M-TH						4.1	M-TH							
			12.45				4.0*	19*	4.1	M-TH				3.9*	20*	3.7	M-TH							
			1.00				3.9*	24*	3.9	THU.				3.5*	21*	3.6	TU&TH							
CBS KEEP ON CRUISIN			11.30-12.30AM	11.30	4,370	5.0	2,270	2.6	8	3.5	FRI.	3,230	3.7	2,010	2.3	7	2.9	FRI.						
			11.45				3.3*	9*	3.0	FRI.				2.6*	7*	2.4	FRI.							
			12.00						2.2	FRI.						2.1	FRI.							
			12.15				1.9*	7*	1.7	FRI.				2.0*	7*	1.9	FRI.							
CBS CBS LATE NIGHT II			>	12.30	2,710	3.1	2,100	2.4	14	2.7	M-F	3,060	3.5	2,360	2.7	16	2.9	M-F						
			12.45				2.4*	12*	2.5	MTUWF				2.6*	12*	2.5	M-F							
			1.00						2.5	M-F						2.7	M-F							
			1.15				2.3*	14*	2.1	M-F				2.7*	17*	2.6	M-F							
			1.30						2.7	THU.						2.9	TU&TH							
			1.45				2.5*	20*	2.2	THU.				2.9*	22*	2.9	TU&TH							
			2.00						1.3	THU.														
CBS CBS NEWS NIGHTWATCH-1			VARIOUS TIMES (SUS)	>	870	1.0	790	.9	9	1.0	M-WSU	1,050	1.2	870	1.0	9	1.1	M-WSU						
			2.00						.9	M-WSU						1.0	M-WSU							
CBS CBS NEWS NIGHTWATCH-2			2.30- 3.00AM	-GRID	1,220	1.4	1,140	1.3	16		M-THSU	1,570	1.8	1,400	1.6	18		M-THSU						
CBS CBS NEWS NIGHTWATCH-3			3.00- 6.00AM	2.30						1.3	M-THSU						1.6	M-THSU						
			2.45						1.3	M-THSU						1.5	M-THSU							
			3.00	1,840	2.1	960	1.1	19	1.4	M-THSU	2,100	2.4	1,140	1.3	21	1.7	M-THSU							
			3.15				1.3*	18*	1.3	M-THSU				1.6*	21*	1.6	M-THSU							
			3.30						1.3	M-THSU						1.6	M-THSU							
			3.45				1.3*	21*	1.2	M-THSU				1.5*	22*	1.4	M-THSU							
			4.00						1.1	M-THSU						1.3	M-THSU							
			4.15				1.1*	20*	1.1	M-THSU				1.3*	21*	1.3	M-THSU							
			4.30						1.1	M-THSU						1.2	M-THSU							
			4.45				1.0*	20*	1.0	M-THSU				1.2*	22*	1.2	M-THSU							
			5.00						1.1	M-THSU						1.2	M-THSU							
			5.15				1.0*	20*	1.1	M-THSU				1.2*	22*	1.2	M-THSU							
			5.30						1.1	M-THSU						1.2	M-THSU							
			5.45				1.1*	22*	1.1	M-THSU				1.2*	22*	1.2	M-THSU							
NBC TONIGHT SHOW			11.30-12.30AM	11.30	9,960	11.4	5,770	6.6	20	7.4	M-F	9,610	11.0	5,590	6.4	20	7.4	M-F						
			11.45				7.2*	19*	6.9	M-F				6.9*	19*	6.5	M-F							
			12.00						6.8	M-F						6.4	M-F							
			12.15				6.1*	21*	5.4	M-F				5.9*	21*	5.4	M-F							
NBC DAVID LETTERMAN I			12.30- 1.00AM	12.30	4,370	5.0	3,580	4.1	19	4.3	M-TH	4,280	4.9	3,580	4.1	20	4.3	M-TH						
			12.45						3.9	M-TH						3.9	M-TH							
NBC FRIDAY NIGHT VIDEOS			12.30- 2.00AM	12.30	4,370	5.0	2,010	2.3	12	3.9	FRI.	5,940	6.8	3,410	3.9	17	4.6	FRI.						
			12.45				3.4*	14*	3.0	FRI.				4.3*	16*	4.0	FRI.							
			1.00						2.4	FRI.						4.0	FRI.							
			1.15				2.1*	11*	1.8	FRI.				4.0*	18*	4.1	FRI.							
			1.30						1.6	FRI.						3.4	FRI.							
			1.45				1.5*	10*	1.4	FRI.				3.2*	18*	3.0	FRI.							
NBC DAVID LETTERMAN II CONT'D			1.00- 1.30AM	1.00	3,320	3.8	2,620	3.0	18	3.3	M-TH	3,500	4.0	2,970	3.4	21	3.6	M-TH						

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY-FRIDAY-CONT'D									2.6	M-TH						3.1	M-TH
NBC DAVID LETTERMAN II-CONT'D			1.15														
DAY MONDAY-FRIDAY																	
ABC ABC WORLD NEWS-MORN-615A		6.15- 6.30AM	6.15	1,220	1.4	1,140	1.3	14	1.3	M-F	1,310	1.5	1,220	1.4	15	1.4	M-F
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	1,840	2.1	1,840	2.1	15	2.1	M-F	2,270	2.6	2,190	2.5	18	2.5	M-F
ABC ABC SPECIAL REPORT-1:46P(SUS)	1	1.46- 1.55PM	1.45							FRI.							
ABC ABC DAYTIME NEWSBRIEF-M-F	1	>	2.45	6,640	7.6	6,210	7.1	25	7.2	M-F	5,940	6.8	5,940	6.8	25	6.8	M-F
	2	2.58- 2.59PM	2.45								6,730	7.7	4,460	5.1	17	5.0	WED.
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.00- 5.00PM	4.00											5.1*	17*	5.2	WED.
			4.15													4.9	WED.
			4.30											5.0*	16*	5.1	WED.
			4.45														
CBS CBS MORNING NEWS- 6:30AM		6.30- 7.00AM	6.30	1,840	2.1	1,490	1.7	17	1.5	M-F	1,660	1.9	1,310	1.5	14	1.4	M-F
			6.45						1.8	M-F						1.5	M-F
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	4,890	5.6	4,630	5.3	22	5.3	M-F	4,890	5.6	4,720	5.4	23	5.4	M-F
CBS REAGAN:PERSIAN GULF(SUS)	1	1.45- 1.56PM	1.45							FRI.							
CBS NBA PLAYOFF GAME-MON.(S)	1	3.00- 5.35PM	3.00	14,770	16.9	6,990	8.0	22	7.0	MON.							
			3.15				7.0*	21*	7.0	MON.							
			3.30						7.5	MON.							

			3.45						7.5* 22*	7.6	MON.						
			4.00						8.0	MON.							
			4.15						8.0* 23*	7.9	MON.						
			4.30						8.3	MON.							
			4.45						8.5* 23*	8.8	MON.						
			5.00						9.1	MON.							
			5.15						9.0*	23*	9.0	MON.					
			5.30						7.6	MON.							
CBS NEWSBREAK-3.44		>	3.30	4,110	4.7	4,110	4.7	17	4.7	TU-F	4,460	5.1	4,460	5.1	18	5.1	M-F
			3.45						4.8	TU-F							
CBS AMERICAN TREASURY		3.58- 3.59PM	3.45	3,760	4.3	3,760	4.3	15	4.3	W & F	3,930	4.5	3,930	4.5	16	4.5	MWF
CBS AMERICAN TREASURY-SUS(SUS)		3.58- 3.59PM	3.45							TUE.							TUE.
CBS AMERICAN TREASURY-SUS.(SUS)		3.58- 3.59PM	3.45							THU.							THU.
CBS CBS SCHOOLBREAK SPECIALS(S)	2	4.00- 5.00PM	4.00								6,380	7.3	4,200	4.8	14	4.2	TUE.
			4.15											4.4*	13*	4.6	TUE.
			4.30													5.3	TUE.
			4.45											5.3*	15*	5.3	TUE.
NBC NBC NEWS AT SUNRISE		6.00- 6.30AM	6.00	2,190	2.5	1,660	1.9	19	1.6	M-F	2,530	2.9	1,840	2.1	21	1.7	M-F
			6.15						2.1	M-F						2.5	M-F
NBC BEFORE HOURS		6.15- 6.30AM	6.15	440	.5	<<	<<		<<	M-F	610	.7	610	.7	9	.7	M-F
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	3,670	4.2	3,670	4.2	14	4.2	MWF	3,410	3.9	3,410	3.9	15	3.9	MWF
DAY SATURDAY																	
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	4,460	5.1	4,280	4.9	26	4.9		4,020	4.6	3,850	4.4	24	4.4	
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	4,980	5.7	4,810	5.5	23	5.5		4,720	5.4	4,460	5.1	20	5.1	
NBC ONE TO GROW ON-11:58AM		11.58-12.00NN	11.45	3,500	4.0	3,230	3.7	14	3.7		4,460	5.1	4,280	4.9	19	4.9	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY SATURDAY-CONT'D																			
NBC NBC MAJOR LEAGUE PRE GAME		3.00- 3.17PM	→GRID 3.15	3,930	4.5	3,850	4.4	16	4.5			3,500	4.0	3,230	3.7	15	4.0		
NBC NBC MAJOR LEAGUE BASEBALL	1	3.17- 6.14PM	→GRID	11,970	13.7	3,930	4.5	13				13,280	15.2	4,810	5.5	17			
	2	3.17- 6.33PM	→GRID				1.8*	5*	1.8										
DAY SUNDAY																			
CBS NBA FINALS GAME 3(S)	2	1.00- 3.33PM	→GRID 3.30									20,280	23.2	10,310	11.8	36	10.7		
CBS KEMPER OPEN-SUN.(S)	2	3.33- 6.39PM	→GRID 6.30									14,510	16.6	5,680	6.5	19	7.0*	19*	7.0